

Table 6a

**Viewpoint that the arrival of new competitors is a constant threat, by selected company characteristics and innovation status: 2001**

(Frequency)

Characteristic	Total	Disagree	Neutral	Agree	Nonresponse
All companies.....	72,400	22,200	34,800	15,100	S
IT.....	9,700	2,600	4,900	2,100	S
Manufacturing.....	3,000	900	1,600	600	S
Communication.....	1,600	400	800	400	0
Computer related services.....	5,100	1,400	2,500	1,100	S
Non-IT.....	62,700	19,600	29,900	13,000	S
Manufacturing.....	39,300	13,300	18,400	7,500	0
Transportation & public utilities.....	8,500	2,300	3,800	2,400	S
Finance, insurance & real estate.....	11,900	2,900	6,300	2,600	S
Engineering & AAB services.....	2,900	1,000	1,400	500	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	9,300	11,700	5,500	S
\$5M to \$9.9M.....	17,800	4,900	9,000	3,800	S
\$10M to \$24.9M.....	16,100	4,700	8,000	3,400	S
\$25M to \$50M.....	6,000	1,800	3,000	1,200	S
Above \$50M.....	5,900	1,600	3,100	1,300	0
Innovators <sup>1</sup> .....	34,400	9,800	18,200	6,300	S
IT.....	7,000	2,000	3,500	1,400	S
Manufacturing.....	1,500	400	800	300	S
Communication.....	1,200	300	600	200	0
Computer related services.....	4,300	1,200	2,100	900	S
Non-IT.....	27,400	7,800	14,700	4,800	S
Manufacturing.....	15,300	5,100	8,100	S	0
Transportation & public utilities.....	3,700	900	1,800	1,000	S
Finance, insurance & real estate.....	6,900	1,300	4,100	1,500	0
Engineering & AAB services.....	1,500	500	800	200	0
By revenue size					
\$2.5M to \$4.9M.....	11,400	3,900	5,400	2,000	S
\$5M to \$9.9M.....	8,100	1,700	4,800	1,600	S
\$10M to \$24.9M.....	7,700	2,200	4,100	1,300	S
\$25M to \$50M.....	3,500	1,200	1,700	S	0
Above \$50M.....	3,700	700	2,300	700	0
Noninnovators <sup>1</sup> .....	37,000	12,100	16,200	8,500	S
IT.....	2,600	600	1,400	600	S
Manufacturing.....	1,500	400	700	300	0
Communication.....	400	S	200	S	0
Computer related services.....	800	S	400	S	S
Non-IT.....	34,300	11,500	14,800	7,900	S
Manufacturing.....	23,500	8,100	10,200	5,200	0
Transportation & public utilities.....	4,600	1,400	1,900	1,400	0
Finance, insurance & real estate.....	4,800	1,600	2,100	1,000	S
Engineering & AAB services.....	1,400	500	600	300	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	5,100	6,100	3,100	S
\$5M to \$9.9M.....	9,500	3,200	4,200	2,200	S
\$10M to \$24.9M.....	8,400	2,400	3,900	2,100	S
\$25M to \$50M.....	2,500	S	1,300	S	S
Above \$50M.....	2,200	S	S	S	0

<sup>1</sup> Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

**KEY:** IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

**NOTES:** Responses are to question 3a: "On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree with the statement about your company's business environment: 'The arrival of new competitors is a constant threat?'" The category "Disagree" represents a response of 1, 2, or 3 to this question. The category "Neutral" represents a response of 4, 5, 6, or 7 to this question. The category "Agree" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

**SOURCE:** National Science Foundation, 2001 Information Technology Innovation Survey.